

TOWN OF HILTON HEAD ISLAND **APPROVED**
Arts and Cultural Strategic Planning Committee Meeting Notes
Monday, August 17, 2015
3:00p.m. – Conference Room # 3

Committee Members Present: Chairman Jane Joseph, Vice Chairman Maryann Bastnagel,
Jim Collett, Janice Gray and Ben Wolfe

Committee Members Participating by Phone: Lisa Snider

Committee Members Absent: Meg Eberly, Hannah Horne and Bob Lee

Town Council Present: Lee Edwards

Town Staff Present: Jill Foster, Deputy Director of Community Development
Kathleen Carlin, Administrative Assistant

1. Call to Order

Chairman Joseph called the meeting to order and welcomed the committee members, members of Town Council, today's guest speakers and the public.

2. FOIA Compliance

Public notification of this meeting has been published and posted in compliance with the Freedom of Information Act and the Town of Hilton Head Island requirements.

3. Approval of the Agenda

The committee **approved** the agenda as submitted by general consent.

4. Approval of Meeting Notes

The committee **approved** the meeting notes of the July 13, 2015 meeting as submitted by general consent.

The committee **approved** the meeting notes of the July 27, 2015 meeting as submitted by general consent.

5. Presentation and Discussion

Hilton Head Island's music scene with John Cranford of Cranford Hollow band and others.

Chairman Joseph welcomed today's guest speakers, Mr. John Cranford of Cranford Hollow band, Mr. Martin Lesch with The Jazz Corner and Jazz Foundation, Mr. Lavon Stevens with The Jazz Corner, and Mr. Greg Russell. All of today's guest speakers are local musicians living on Hilton Head Island.

Mr. John Cranford presented statements regarding his music background including his band, Cranford Hollow, and his music company, Swamp Fire Records. Mr. Cranford is heavily involved in the local music industry. Mr. Cranford presented statements regarding

the need for community support (including the Town and the Chamber of Commerce). Mr. Cranford stated that there is an annual payout of \$3,000,000 to \$5,000,000 for musicians on the island. The community needs to get behind the music events, the arts, and other entertainment offered on the island.

The biggest asset is communication and re-branding exactly what it is that we are trying to sell. We need to present the Arts community better and get the word out. Hilton Head Island needs a complete calendar of events for the public.

There are over 100 individual bands and musicians that are active on Hilton Head Island. The revenue impact to the island is great with over 50 venues including Tiki Hut and The Jazz Corner. The money generated goes back into the local economy. Mr. Cranford suggested creating an “Arts Alive” and “Arts Appreciation Week”, and indicated the need for local musicians to support one another. All events need to be shown on one calendar. Co-promotion, including the press, will be important -- getting everyone on board and going in the same direction.

Community support is sometimes difficult to find. The Town has a great Arts community and it should be promoted.

Mr. Levon Stevens presented statements in support of the need for a calendar for the arts community including music, arts, history and cultural events. The island has a rich arts and cultural environment that should be supported and promoted.

Mr. Martin Lesch presented statements regarding the need to market the calendar. The committee discussed the potential need for an Office of Cultural Affairs, including re-branding and advertising. The committee presented comments regarding the writing of grants and growing the festivals that we currently have. The committee discussed the need to focus on grants to alleviate some of the funding responsibilities.

Mr. Greg Russell presented statements regarding his professional experience as a musician and professional entertainer on Hilton Head Island for 39 years. Mr. Russell stated the need to support the local art scene. Marketing is very important to the success of the local arts.

Chairman Joseph and the committee thanked today’s guest speakers for their valuable input. The committee stated the goal to make Hilton Head Island an Arts destination.

Chairman Joseph stated that the committee needs to provide Town Council with a set of recommendations in time for their November Workshop where they will be planning for next year.

Town Councilman Lee Edwards presented comments regarding Town Council’s support for encouraging the Arts on Hilton Head Island. Town Council looks forward to hearing the committee’s recommendations.

6. Unfinished Business

a. Discussion: Remaining changes or additional information (since July 27th):

Chairman Joseph presented statements on behalf of Meg Eberly regarding her progress in collecting relevant data.

Jim Collett presented statements regarding his efforts to connect with local artists. A

centralized gallery location would be really helpful. The public likes to see galleries grouped together.

Ben Wolfe presented statements regarding his efforts to work with local schools. Lisa Snider presented statements regarding her efforts to study the arts in other towns. Ms. Snider stated her support in having a calendar that includes events and venues.

Maryann Bastnagel stated the value of having co-operative support (some of the goals and recommendations that are made by the committee should match the goals and recommendations made by one or two other committees (i.e. Circle to Circle committee.)

Janice Gray presented statements regarding her progress in working with schools and churches. Input is needed from the Hispanic community and the Native Islander community. This should be done by the end of September. The committee and the staff discussed the need to visit the churches and festivals as a means of connecting with these groups.

The committee discussed the need to update the name of the Office of Cultural Affairs, if it is recommended to be created. A more contemporary label would be helpful. The committee stated that they like 'Arts Alive HHI'. A hot link to the 'Arts Alive' calendar would be a good idea.

The committee discussed the need to deal more effectively with the Chamber of Commerce. Who tells the Chamber what the vision of Hilton Head Island is? The committee discussed the importance of visioning and branding.

The committee discussed the importance of fleshing out their recommendations in the month of September in preparation for the upcoming presentation to Town Council.

b. Discussion: Review of research on Dropbox documents (i.e. what data is already available and how do we get the data?)

Committee members discuss the summaries they completed highlighting the Objectives/Questions addressed.

7. Adjournment

The meeting was adjourned at 5:05 p.m. by general consent.

Submitted By:

Approved By:

August 24, 2015

Kathleen Carlin
Secretary

Jane Joseph
Chairman